

DEPARTMENT OF VETERANS AFFAIRS

**Justification and Approval (J&A)
For
Other Than Full and Open Competition (>SAT)**

1. **Contracting Activity:** Department of Veterans Affairs, VISN 01, Network Office,
Justification for other than full and open competition TA#: 523-18-4-9182-0066.

2. **Nature and/or Description of the Action Being Processed:** This is a request for a sole source award for radio air time for public service announcements created by the VA Outreach office. It is planned for award as a new contract on a Firm Fixed Price (FFP) basis. The vendor shall provide an avenue for VA developed advertisement to promote research, analysis, marketing, and technical support for implementing an effective outreach to Veterans residing within VISN 1. The relevant information on the selected contractor and award details is as follows:
 - minimum of 2,000 on-air commercials with iHeart Media and a minimum of 1,000 commercials on the iHeart Media app.
 - receive a media schedules and added station sponsorships across the following markets:
 - Boston, MA, Manchester, NH, Portsmouth, NH, Worcester, MA, Springfield, MA, Providence, RI

3. **Description of Supplies/Services Required to Meet the Agency's Needs:** This program was specifically designed by the Veterans Administration to cover the Regional sports share including Boston Celtics radio networks with iHeart Media Radio networks in New England. iHeart Radio services will allow VISN 1 to positively impact our market share throughout New England. VISN 1, one of twenty-one Veteran Integrated Service Networks across the country oversees the provision of health care for enrolled Veterans in the states of Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire, and Vermont. The Network delivers high quality health care through an integrated system of eight medical centers. VISN 1 has 38 Community Based Outpatient Clinics (CBOCs), six nursing homes and two Domiciliaries. In 2014, there were 910,277 veterans in New England. VISN 1 employed over thirteen thousand VA employees, serving more than 250,000 Veterans and recorded over 2 million outpatient visits. In order to improve VISN 1's marketing and outreach efforts to support this mission, VISN 1 will contract with iHeart Radio to procure radio air space for VA education and outreach public service announcements.

4. **Statutory Authority Permitting Other than Full and Open Competition:** This procurement is for advertising space over iHeart Radio airwaves in accordance with FAR 13.5 Simplified Procedures for Certain Commercial Items and specifically FAR 13.501 Special Documentation Requirements, where acquisitions conducted under Simplified Acquisition Procedures are exempt from the requirements of FAR Part 6, but still require a justification using the format of FAR 6.303-2.

5. **Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority):** The services required by VISN1 are available from only one responsible source. iHeart Communications Inc owns and operates the rights to broadcast in the Boston Region and broadcast Boston Celtics games . iHeart Communications Inc is the only company that owns and operates the rights and is geographically located in our targeted broadcast range of New England; the firm is the principal network and is the only one responsible source (FAR 6.302-1). Accordingly, iHeart Communications Inc is the only firm capable of providing the supplies and services described above without the Veteran's Health Administration experiencing substantial duplication of cost that could not be expected to be recovered through competition and unacceptable delays in fulfilling its requirements.

6. **Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable:** None, iHeart Communications Inc is the only company that owns and operates the rights to broadcast Boston Celtics games across the iHeart Media radio stations that are geographically located in our targeted broadcast range of New England.

7. **Determination by the CO that the Anticipated Cost to the Government will be Fair and Reasonable:** The price will be determined fair and reasonable based on current commercial price lists and based on comparison with similar items in a related industry.

8. **Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted:** There is no other vendor that provides the Boston Celtics radio coverage in the targeted areas for the VISN. This contract supports the strategic project to aggressively educate, enroll, vest, and retain Veterans in order to expand its patient base to 300,000 users.

9. **Any Other Facts Supporting the Use of Other than Full and Open Competition:** Utilization of the radio broadcast public service announcements and advertising is part of VISNs overall Outreach campaign to increase VA Healthcare awareness and market share in New England. It has been determined by market research and documentation from the service provider that iHeart Communications Inc is the only vendor to provide these services over chosen radio stations .

10. **Listing of Sources that Expressed, in Writing, an Interest in the Acquisition:** A presolicitation notice will be posted to FBO.gov.

11. **A Statement of the Actions, if any, the Agency May Take to Remove or Overcome any Barriers to Competition before Making subsequent acquisitions for the supplies or services required:** No actions are planned at this time because iHeart Communications Inc has the unique capabilities of providing advertising radio airwaves to reach over their users through radio. iHeart Communications Inc is the only firm capable of providing these services.

VHAPM Part 806.3 Other Than Full and Open Competition (OFOC) SOP
Attachment 2: Request for Sole Source Justification Format >SAT

12. **Requirements Certification:** I certify that the requirement outlined in this justification is a Bona Fide Need of the Department of Veterans Affairs and that the supporting data under my cognizance, which are included in the justification, are accurate and complete to the best of my knowledge and belief.


Name DANA CASTAGNETO
Title OUTREACH SPECIALIST
Facility V&SW 1

Date

13. **Approvals in accordance with the VHAPM Part 806.3 OFOC SOP:**

a. **Contracting Officer or Designee's Certification (required):** I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.

Tammy A. Digitally signed by Tammy A. Davis 1408639 Date: 2018.08.07 12:02:31 -04'00'
Davis 1408639

TAMMY DAVIS
Contracting Officer
NCO1

Date

b. **One Level Above the Contracting Officer (Required over SAT but not exceeding \$700K):** I certify the justification meets requirements for other than full and open competition.

PAUL MARVIN
Branch Chief
NCO 1

Paul E Marvin
916912

Digitally signed by Paul E Marvin 916912 Date: 2018.08.07 12:33:24 -04'00'

Date